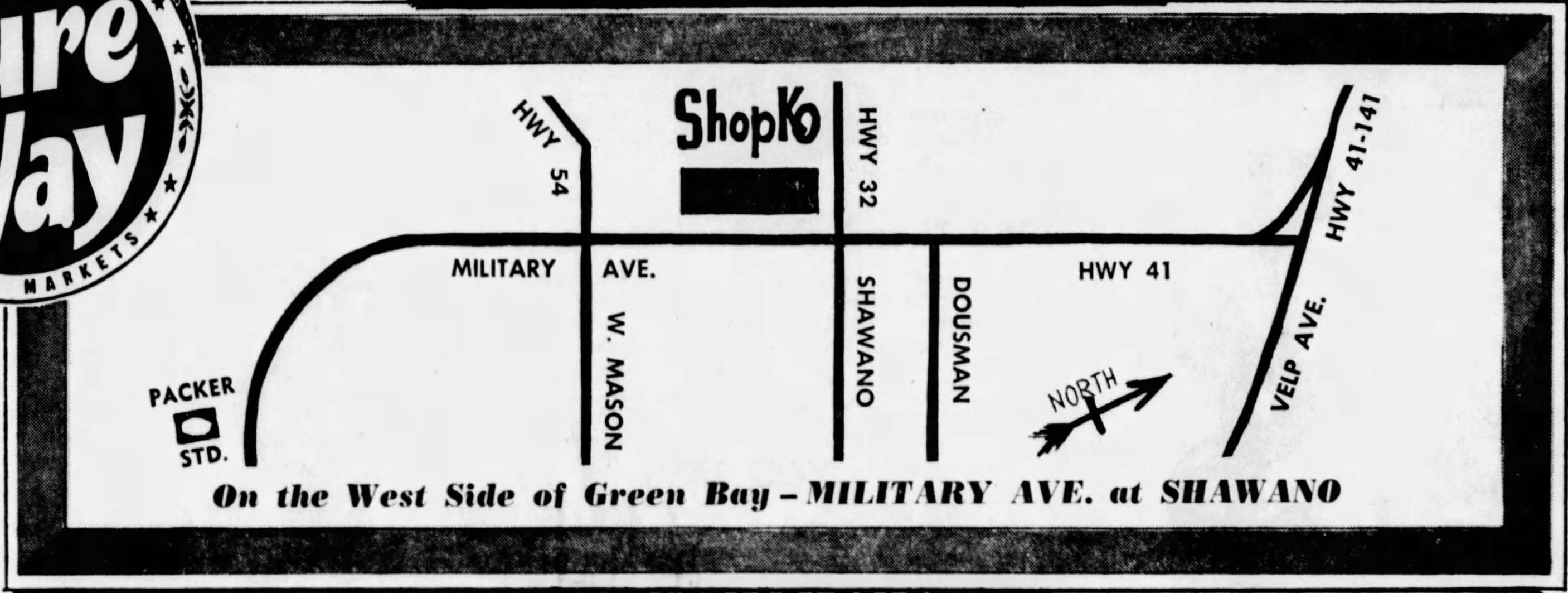


OPENING THURS., APRIL 5th



ShopKo
GREEN BAY'S
DISCOUNT
STORE



SHOP SHOPKO! SAVE MORE!

*Wisconsin's Largest
Discount Department Store*

The finest, most complete self-service discount store in the state will soon be open to serve many thousands of Northeastern Wisconsin families. At SHOPKO in one 80,000-square-foot store — big as two football fields—you'll see the greatest display anywhere of merchandise for the family and the home . . . ALL AT EVERYDAY LOW DISCOUNT PRICES! And when you buy at SHOPKO you buy WITH A MONEY-BACK GUARANTEE! Easy shopping and free, easy parking. Over 10 acres of convenient parking space! Room for 800 cars!

STORE HOURS: MONDAY THRU FRIDAY
9:00 A.M. to 9:30 P.M.

UP TO 60 FULLY STOCKED DISCOUNT
DEPARTMENTS WITH LOWEST PRICES
EVERY DAY, ALL YEAR LONG!

- | | | |
|----------------------------|---------------------|-------------------------|
| • Fashion Dresses | • Work Clothes | • Electrical Appliances |
| • Coats and Suits | • Family Shoes | • Silverware |
| • Fashion Rainwear | • Domestic | • Cameras |
| • Sportswear | • Curtains & Drapes | • Photo Supplies |
| • Separates | • Bedding | • Photo Finishing |
| • Maternity Fashions | • Home Furnishings | • Typewriters |
| • Lingerie | • Housewares | • Toys — Games |
| • Millinery | • China and Glass | • Wheel Goods |
| • Accessories and Handbags | • Lamps | • Juvenile Furniture |
| • Girls' & Teens' Fashions | • Appliances | • Sporting Goods |
| • Girls' Coats and Jackets | • Snack Shop | • Adult Games |
| • Infants' Wear | • Hardware | • Drug Sundries |
| • Children's Wear | • Paints | • Toiletries |
| • Layettes | • Power Tools | • Cosmetics |
| • Nursery Accessories | • Auto Supplies | • Sick Room Supplies |
| • Boys' Furnishings | • Patio Furniture | • Stationery |
| • Boys' Outerwear | • Garden Supplies | • Candy |
| • Men's Furnishings | • Costume Jewelry | • Greeting Cards |
| • Men's Outerwear | • Radios | • Books |
| | • Watches | • Records |
| | • Clocks | • Giftwares |
| | | • Sure Way Food Stores |

STORE HOURS: SATURDAY 9:00 P.M. to 6:00 P.M.
SUNDAY 1:00 P.M. to 7:00 P.M.

WELCOME TO THE ORIGINAL SHOPKO STORE

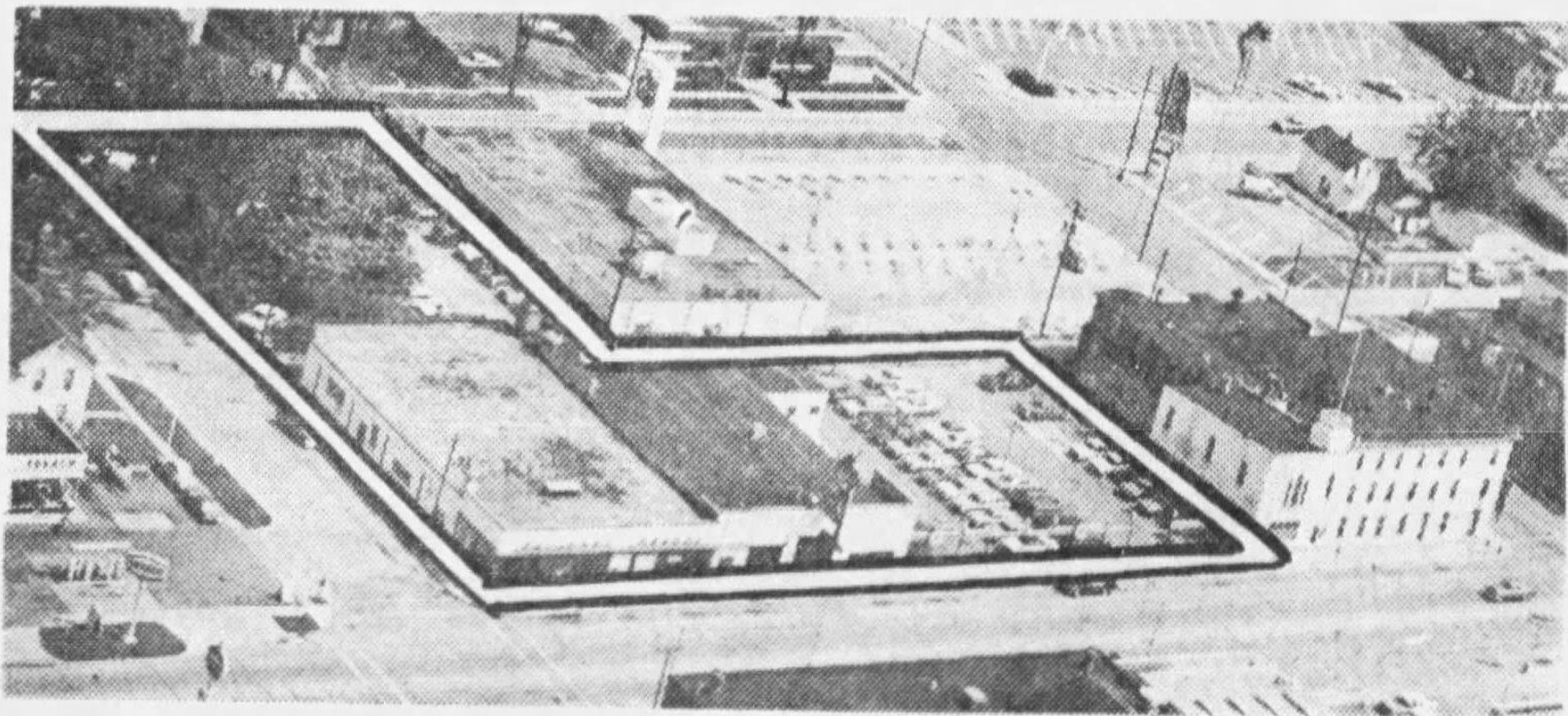
When the doors opened for business April 5, 1962,
a new era in retailing began in Northeast Wisconsin.

With 80,000 square feet of selling space under
one roof and 100 associates, ShopKo promised its
customers "quality, service and low prices."

Today, with stores from Wisconsin to the West Coast
and thousands of associates, our commitment to keeping
that promise is stronger than ever.

ShopKo - The Store For You

ShopKo.



NEW DE PERE RETAIL OUTLET

Discount operation to take over Broadway Garage building

Sunday, May 12, 1968

Payless Stores Renamed ShopKo

DE PERE (PG) — Effective Monday, May 20, the Payless Discount department store in De Pere will be renamed ShopKo, James H. Ruben, president of ShopKo, announced today.

Ruben revealed that Payless Corp., formerly a ShopKo subsidiary, has been dissolved. The change also affects Payless operations at Stevens Point and Marshfield.

The change was made to consolidate ShopKo's management, enhance its marketing position throughout Wisconsin, and bring ShopKo's buying power to the Payless stores, Ruben stated.

The employees' profit-sharing fund will be merged into ShopKo and all present personnel and policies will be retained, he said.

De Pere ShopKo opening set

By Harry Maier

Of the Press-Gazette

ShopKo Stores Inc. will open its new De Pere store Monday without fanfare.

A spokesman for the company said grand opening activities will not be held until June.

The present ShopKo store in downtown De Pere will close Sunday night. The new facility is just to the east across Wisconsin Avenue.

The nearby Red Owl Store will

close in mid-April. It is relocating to a new building adjacent to the ShopKo Store.

Work will begin immediately on razing the present Shopko, followed by paving of the parking lots serving the two businesses.

The new ShopKo includes the expansion of a number of existing departments plus the addition of pharmacy and optical departments.

Earlier this year, ShopKo reported it will add another eight

stores this year and will expand by 10 stores a year through the decade. ShopKo now operates 59 stores.

Other stores are in Michigan, Minnesota, South Dakota, Montana and Idaho.

ShopKo is owned by Super Valu Inc., Minneapolis. Earlier this year, Michael Wright, chairman and chief executive officer of Super Valu, said the ShopKo Stores will be a major contributor to the sales and earnings gains forecast for fiscal 1987.

Your new De Pere Shopko is open &

We're Better than ever

Tomorrow the Shopko in De Pere is opening with bigger and better departments plus a brand new Optical Center and Pharmacy.

These friendly people are all looking forward to meeting you!

Shopko's employees are some of the nicest people in town. Our ranks are made up of your friends and neighbors from right here in De Pere. You'll find that our Store Managers & Area Managers will always be willing to help you in any way they can. These are just some of the reasons you'll want to make the new De Pere Shopko your store to shop!

Meet Shopko's Store Managers



Store Manager: Shari DeByl
Assistant Manager: Bob Couch
Assistant Manager: Tim Kadulski
Assistant Manager: Tom Miller



Area Managers:
Front: Brian Hilligoss, Jed Grams, Jim Federman
Back: Cathy Simon, Marcy McCarty, Sue Reckner, Nancy Brogan



Specialty Centers Managers:
Front: Dr. Ann Meier, Wayne Schmidt
Back: Myra Massey, Keith Zelhoefer



Health & Beauty:
Front: Kayin, Bonnie, Kari, Karen, Cathy
Back: Lynn, Jeanne, Bonnie, Lisa, Theresa, Sue



Jewelry:
Front: Sara, Gail
Back: Lisa, Sherry



Men's & Boys':
Front: Kathy, Marlene
Back: Chris, Lisa



Housewares:
Front: Debbie, Michelle, Joanne
Back: Judy, Eunice, Janet



Domestic & Crafts:
Front: Helen, Carol
Back: Jean, Linda



Sporting Goods:
Front: Rosie, Liz
Back: Dave, Dave



Outdoor Living & Toys:
Front: Kathy, Denise, Annie
Back: Pricilla, Joe, Julie



Home Decor and Home Entertainment:
Front: Brian, Alyce, Mike, Dennis
Back: Lynn, Lisa, Sally, Annie



Bookkeepers:
Front: Pat, Cathy, Karen
Back: Sue, Kris, Lorie



Ladies' - Children
Front: Julie, Arleen, Ruby
Back: Patti, Rita, Tina



Shoes:
Ellie, Debbie, Sharon



Signs and Maintenance:
Front: Clayton, Dale, Craig, Wayne, Steve
Second: Trudy, Mary Kay, Leona, Colleen, Candy
Back: Gene, Brian, Carolyn, Bill, Brady, Greg



Pharmacy:
Front: Mary, Keith, Mary
Back: Leona, Sue



Optical Center:
Kaye, Myra, Sharon, Tammie



Cashiers:
Front: Suzanne, Wava, Mary, Jeanne
Back: Terri, Ginny, Gail, Lisa, Amy



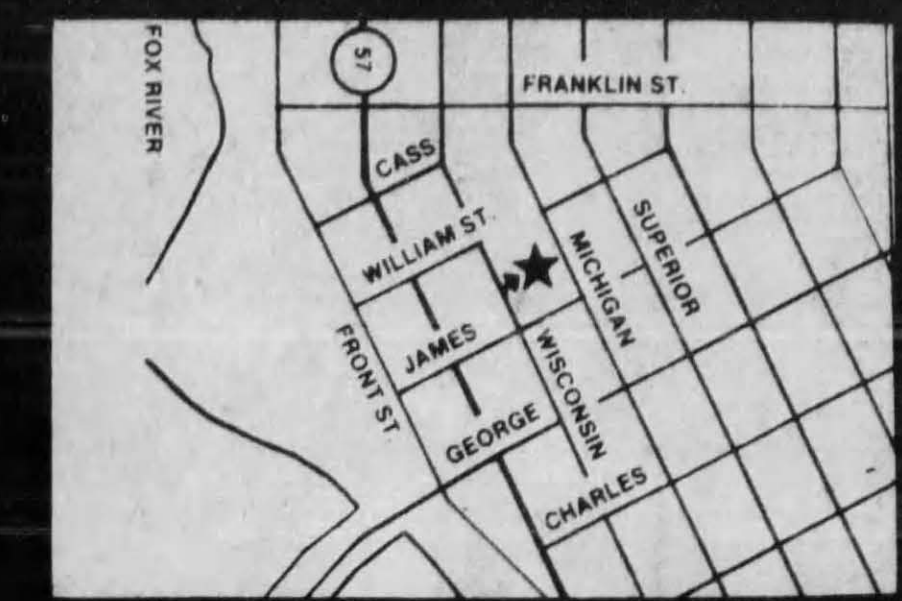
Cashiers:
Front: Pat, Lori, Leah, Rita, Sheila
Back: Kathy, Bonnie, Laurie, Mary, Beth



Cashiers:
Front: Lisa, Julie, Diane, Connie, Jessica
Back: Carla, Lyn, Laurie, Cindi, Lisa, Tami, Tammy



Cashiers:
Front: Jenny, Melissa, Wendy, Tami, Ann
Back: Karen, Mary Kay, Ruth, Nancy, Connie, Diane, Marlene



Parking available on corner of Wisconsin & Williams

Opens Tomorrow at our new De Pere location!

230 N. Broadway right behind the old store

Shopko